

Enrollment Management and Retention Committee

Purpose:

The Enrollment Management and Retention Committee develops and maintains a enrollment development plan that satisfies the expectations of the Strategic Planning Committee; develops and maintains retention strategies that will assist the university in reaching goals set forth in the strategic plan; advises the President's Cabinet regarding academic initiatives that would increase enrollment; identifies strategies for the recruitment of prospective students; and advises the public relations staff regarding key messages and promotions.

Membership:

The Enrollment Management Committee members are the Vice President for Academic Affairs, Vice President for Student Affairs and Institutional Research, Director of Public Relations, Athletic Director, Director of Admissions and Extended Learning, Director of Enrollment Services, Director of Student Retention Services, and one at-large faculty member and one student representative.

In addition, other staff will be active participants in sub-committees and identified task forces that the main committee will decide to convene as needed. Members of these sub-committees and respective task forces will include individuals who have expertise and interest in specific strategies related to recruitment, retention, and marketing and representatives from the following:

1. Student Retention Services
2. Career Services
3. Campus Programming
4. Academic Support Services
5. Enrollment Services
6. Extended Learning
7. Athletics
8. Academic Records

Meetings:

At least once each semester and as needed. Sub-committees and task force groups will meet more frequently and as needed.

Reviewed: Fall, 2010

Revised: Fall, 2010

Sponsor: Vice President for Student Affairs and Institutional Research